
Jivtej Anand

Product Designer

Dedicated to crafting exceptional user experiences that seamlessly blend functionality and aesthetics.

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EXPERIENCE

Biosense Technologies Pvt Ltd, India

Product Designer • Aug 2021 - Aug 2022

- **Product Design** : By prioritizing a user-centric design process, my primary focus was on developing an impeccably smooth user-flow and user-interface. This emphasis on user-centric design principles contributed to the creation of a highly intuitive and user-friendly experience.
- **UX Research** : Through UX research, I developed clear task flows and a smooth user experience for lab assistants. Defining appropriate color schemes to minimize errors and enhance information transmission. By implementing the right colors and screen hierarchy, error rates decreased by 10% and information accuracy improved by 20%.
- **Marketing USP** : Due to its exceptional user-friendliness, clarity, and overall effectiveness, the resulting design received high praise. This positive feedback prompted the company to enhance their marketing strategy, recognizing the significant impact of the design on user satisfaction and the potential for increased customer engagement and retention.

V Swans LLP (LearnVectors), India

Product Designer • Oct 2021 - Dec 2021

- **Product Heuristic Study** : By identifying problems and challenges through UX research, conducting a thorough analysis, I successfully delivered a novel solution that addressed these issues. Through the process of identifying and optimizing the design, I was able to achieve a remarkable improvement of 75% in usability and visual language of the application.
- **Product Design** : The meticulous wireframes I created served as a comprehensive blueprint for the application's interface. Through rigorous iterations and valuable feedback from users and developers, the design was refined to its final version.
- **Workshop Facilitation** : Through close collaboration with developers, I integrated design elements and functionalities seamlessly into the e-learning application, addressing its specific needs and challenges. This collaborative effort resulted in the successful realization of the final product.

EDUCATION

University of Limerick Limerick, Ireland

Master of Science in Interaction Design

Sept 2022 - Sept 2023

MIT Institute of Design Pune, India

Bachelor of Design in Product Design

May 2016 - May 2020

SKILLS

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|--------------------------|---------------------|---------------|
| • User Experience Design | • Wireframing | • Adobe Suite |
| • User Interface Design | • Prototyping | • HTML 5 |
| • System Design | • Usability Testing | • CSS 3 |
| • UX Research | • Product Strategy | • JavaScript |
| | • Figma | • React |